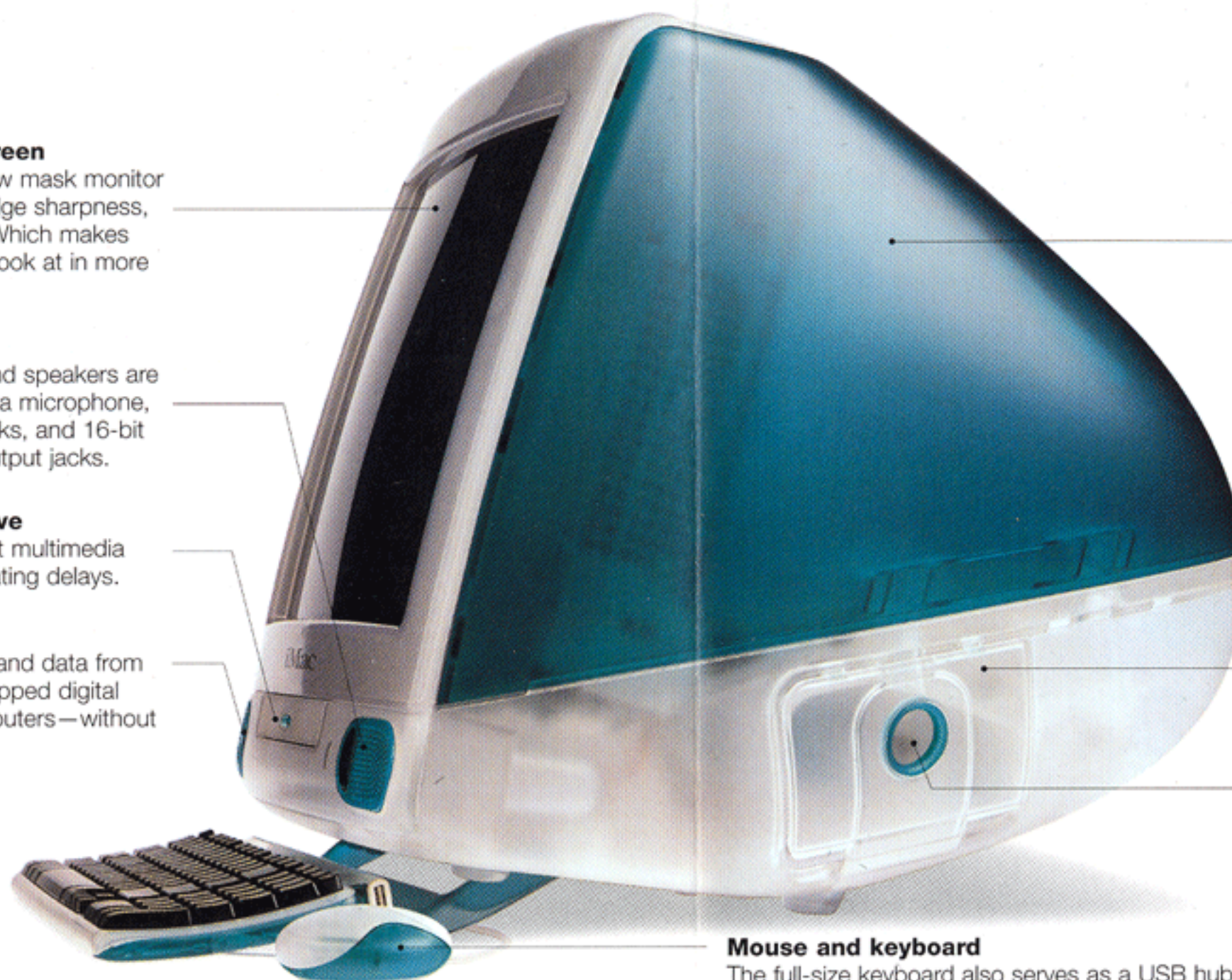


It's this easy to set up.

iMac comes out of the box ready to go. Everything is built in—the monitor, surround sound stereo speakers, CD-ROM drive, modem, and more. There's nothing to hook up or hassle with. Just connect the keyboard and mouse. Plug in the power cord and modem jack. Switch it on. And begin.

The most dramatically new Macintosh since the original.



Crystal-clear screen

The 15-inch shadow mask monitor delivers edge-to-edge sharpness, focus, and clarity. Which makes iMac wonderful to look at in more ways than one.

Stereo speakers

SRS surround sound speakers are built in—as well as a microphone, two headphone jacks, and 16-bit stereo input and output jacks.

24x CD-ROM drive

Run state-of-the-art multimedia titles with no frustrating delays.

Infrared port

Download images and data from compatible IR-equipped digital cameras and computers—without attaching cables.

No more beige box

iMac looks great from every angle. And with its small footprint, it fits beautifully in any room.

56K modem

A high-speed modem for connecting to the Internet is built in. Cable and DSL modems can also be used with iMac.

Cable door

Cables plug into ports behind the door. So they're neatly organized and out of sight.

Mouse and keyboard

The full-size keyboard also serves as a USB hub. The translucent mouse and other USB devices such as printers, scanners, and joysticks can be plugged in on either side.



The software you want most is included.

iMac comes with many applications to help you use the Internet, set up a web site, prepare your taxes, teach your children to read, have fun with the latest games, and more. And it runs thousands of other Macintosh applications. It's the coolest computer, built to run the hottest software.

Say hello to iMac.

Beneath its jaw-dropping appearance, iMac is a rocket of a computer. With its PowerPC G3 processor, iMac can run even faster than Pentium II computers costing thousands of dollars more.

iMac is the easiest way to get on the Internet. All the hardware and software you need is included. Setup is simple.

iMac is perfect for parents, kids, students, teachers, and Internet explorers of every age. It's everything you need in a personal computer.

All for around \$1,299.*

iMac specifications

Processor: 233-MHz PowerPC G3

Backside level 2 cache: 512K

Memory: 32MB of SDRAM (expandable to 128MB)

Hard disk drive: 4GB IDE

CD-ROM drive: Built-in 24x speed (maximum)

Display: Built-in 15 inch (13.8-inch diagonal viewable image size)

Graphics support: 2MB of SGRAM (expandable to 6MB)

Ethernet: Built-in 10/100BASE-T

Modem: Built-in 56K (supports V.90 and K56flex)

Ports: Two 12-Mbps Universal Serial Bus (USB) ports; 4-Mbps infrared technology (IrDA) port

Audio: Two built-in stereo speakers with SRS surround sound; two headphone jacks; 16-bit stereo input and output minijacks; built-in microphone

Includes: Apple USB Keyboard, Apple USB Mouse

Software included: Mac OS 8.1, AppleWorks, Microsoft Internet Explorer, Netscape Navigator, Outlook Express, EarthLink TotalAccess, FAXstf, Quicken Deluxe 98, Kai's Photo Soap SE, MDK, Nanosaur, Williams-Sonoma Guide to Good Cooking

For more information, visit us at www.apple.com.



Think different.

***Price based on U.S. suggested retail price.**

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Think different.